

## CASE STUDY

# RETAIL

## E-tailer targets brick & mortar shoppers

### CHALLENGE

E-tailer wanted to identify and market to real shoppers to boost subscriptions and sales on their website by generating leads from the real people, in-market shoppers, that visited their category-based, brick & mortar competitors.

E-tailer has been challenged by sub-par performance of traditional online display advertising and audience development to align with finding real shoppers that convert to customers with improved cost per acquisition for their business.

### REFINITION SOLUTION

Harnessing the data and leads in Refinition's Retail Network of real people to power the campaign – along with our execution partner for their digital display execution.

Data and leads utilized were built upon real people that visited brick and mortar competitive category-based locations in a regional market.

### CAMPAIGN STRATEGY

E-tailer creative utilized to drive this custom audience to their site and engage with their brand and activate a subscription and purchase.

## Sell more, spend less, repeat often

Contact us at [getrefined@refinition.com](mailto:getrefined@refinition.com) to get started today.

**Learn more at [refinition.com](https://refinition.com)**

### THE RESULTS

After implementing our leads, e-tailer boosted performance exponentially across the board.



Site traffic increased 15.6%



Bounce rate down 10%



New site visitors up 20%



Lifetime campaign average CTR = 0.48%



Unique deviceID audience CTR = 2.23%



27 conversions to subscription for service & increased basket at check-out